

## Message Text

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DRAFTED BY CU/PC:HMMEYERS

APPROVED BY CU:JRICHARDSON, JR.

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FM SECSTATE WASHDC

TO MS. CAROLE SAMWORTH DIRECTOR SUMMER PROGRAM

INTERNATIONAL MARKETING INSTITUTE 16 GARDEN ST.CAMBRIDGE MASS.02138

UNCLAS STATE 168504

E.O.11652:

TAGS:

SUBJECT:

ON BEHALF OF THE DEPT OF STATE AND THE BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS, I'D LIKE TO CONGRATULATE YOU FOR COMPLETING THE 1974 MULTINATIONAL SUMMER PROGRAM IN MARKETING MANAGEMENT, AND TO EXPRESS MY REGRETS FOR NOT BEING ABLE TO SPEAK TO YOU PERSONALLY ON THIS OCCASION.

YOUR PARTICIPATION IN THE PROGRAM CAN PRODUCE POSITIVE RESULTS ON TWO LEVELS. BECAUSE THESE SESSIONS WERE DESIGNED TO GENERATE MEANINGFUL EXCHANGE OF IDEAS AMONG PROFESSIONALS IN THE FIELD, I'M SURE THAT YOU WILL BE RETURNING HOME WITH VALUABLE INSIGHTS FOR MEETING YOUR PARTICULAR SET OF MARKETING CHALLENGES. THE SECOND VALUE OF THE PROGRAM IS BROADER IN ITS IMPLICATION. OVER THE PAST FIVE WEEKS, YOU'VE PARTICIPATED IN A DIALOGUE WITH PEOPLE OF WIDELY VARYING CULTURAL BACKGROUNDS. YOU'VE HAD AN OPPORTUNITY TO GET TO KNOW THEM, AND TO GAIN A NEW APPRECIATION OF THE COMMON ECONOMIC AND SOCIAL PROBLEMS FACING THE COMMUNITY OF NATIONS.

THIS UNDERSTANDING OF COMMON HUMANITY IS PARTICULARLY IMPORTANT TO YOU AS MARKETING PROFESSIONALS BECAUSE YOU UNCLASSIFIED

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POSSESS SPECIAL SKILLS FOR DOING GOOD IN WORLD AFFAIRS.

YOUR COMMUNICATION AND PROBLEM SOLVING SKILLS ENABLE YOU  
YOUR SENSITIVITY TO HUMAN NEEDSAND MOTIVATIONS ENABLES  
YOU TO SEE WHERE SUCH ACTION IS REQUIRED.

AS YOU LEAVE THIS MULTINATIONAL PROGRAM IN MARKETING  
MANAGEMENT, AND BEFORE YOU GET RE-IMMERSED IN DAY-TO-DAY  
MARKETING ACTIVITIES IN YOUR COUNTRY, I HOPE THAT EACH OF  
YOU WILL THINK ABOUT YOUR EXPERIENCES AT THE SESSIONS. .  
THE SIMILARITIES OF INTEREST. . . THE PERSONAL FRIENDSHIPS  
YOU MADE. AND BECAUSE OF THESE EXPERIENCES, THINK ABOUT  
HOW YOUR SPECIAL MARKETING SKILLS CAN BE DEVOTED TO  
STEERING YOUR BUSINESS COMMUNITY INTO POSITIVE CONTRIBU-  
TIONS TO SOCIETY AND WORLD UNDERSTANDING.

-- JOHN RICHARDSON, JR.  
-- ASSISTANT SECRETARY FOR  
-- EDUCATIONAL AND CULTURAL AFFAIRS KISSINGER

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